MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2018/2019

BOB2614 – ORGANISATIONAL BEHAVIOUR

27th MAY 2019
9.00 a.m. – 12.00 p.m.
(3 Hours)

INSTRUCTIONS TO STUDENTS:

- This question paper consists of **two (2)** pages (excluding the cover page).
- Answer ALL questions.
- The total mark for this paper is 100 marks. This final examination will contribute 65% towards your grade in this course.
- Please write your answers in the answer booklet provided.

Instruction: Answer ALL questions. Write your answers in the answer booklet.

Question 1

a) Explain McClelland's learned needs theory, and discuss its implication for motivating employees. (10 marks)

b) "Customer satisfaction is a natural outcome of employee satisfaction"
Explain the rationale of the above statement using the Service Profit Chain Model. Highlight your answer with the aid of a diagram.
(15 marks)

[25 marks]

Question 2

a) Financial reward is the most widespread applied performance practice. Identify **THREE (3)** types of financial reward practice. For each of the reward practice, discuss its advantages and disadvantages.
(15 marks)

b) What are the competencies needed by team members to build an effective team? Explain using the Five C's model of team competency.
(10 marks)

[25 marks]

Continued...

Question 3

a) Which theory of leadership effectiveness specifies that the best leadership style depends on the characteristics of the group members and the tasks? With the aid of a diagram, present the theory in detail.

(15 marks)

b) To what extent do you accept the view that conflict is an inevitable feature of management and organisational behaviour? Suggest **THREE (3)** ways how management can attempt to avoid the harmful effects of conflict.

(10 marks)

[25 marks]

Question 4

a) Artifacts provide valuable evidence about a company's culture. Describe the **FOUR (4)** categories of artifacts and explain how they form elements of organisational culture.

(13 marks)

b) Changing consumer lifestyles, technological breakthroughs, economic conditions, political orders, social systems and employee profiles force organisations to adapt or die. Change is therefore inevitable. However, people generally will resist change. In this context discuss any **FOUR (4)** strategies that managers could implement for minimising resistance to change.

(12 marks)

[25 marks]

End of Page